

## Painting With Words

by Deborah Chaddock Brown

In a meeting with a new client yesterday we were brain storming words for their business. They provide a service that is fast and so we played with that concept:

Expedient  
Warp speed  
Quick  
Rapid  
Express  
Accelerated



And then someone said “stealth.”

Everyone around the room said “the stealth jet.” That word immediately painted a picture in all of our minds of fast, high tech, state-of-art and undercover – a little mystery.

Think Bonnie Raitt’s love song “Let’s give them something to talk about.” Something kept under-cover, mysterious.

Isn’t it interesting how a group of words can all mean the same thing and yet a precious few bring with them a very distinct picture in our mind.

Thanks to friend Paul Mycroft, I recently read an article by Karen Thackston entitled “Online Shoppers Ask for More Detailed Copy-writing.” The crux of the article is that people like shopping on line, but they love it when the descriptors paint a picture so they feel INVOLVED in the experience. According to a survey she quotes “68% want the ability to ‘feel’ merchandise through better imagery, more product descriptions and details.”

Take another look at your corporation’s copy: just how descriptive is it? Does it paint a picture so the target audience can feel the experience or are you making them work for it?

Need help? Call me **330-414-8792**.

To view Karen’s complete article:

[http://www.searchengineguide.com/thackston/2007/0222\\_kt1.html](http://www.searchengineguide.com/thackston/2007/0222_kt1.html)

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## Websites People Read

I’ve started a new blog:

[www.websitespeopleread.typepad.com](http://www.websitespeopleread.typepad.com).

The purpose is to provide focused content around the words on a website. I plan to offer tips and suggestions, reviews of other web content, book reviews and links to great instructional articles. I hope to create a community of readers who both write web copy and also need suggestions for their own web copy.

## Which Word Is Best?

As you select the perfect key words and phrases for your website (or any marketing copy), have you ever been torn between two phrases that were similar and wondered:

“Which is most popular with my target prospect?”

Wonder no more: check out Google Trends - a comparison site that enables you to select two similar phrases. The output is a graph showing (by city and country) the number of times each phrase has been entered into the search engine. Check it out:

<http://www.google.com/trends>

## Where is Deborah Speaking Next?

June 26 “Earning Customer Loyalty”  
Hudson Chamber of Commerce  
[www.hudsoncoc.org/index.asp](http://www.hudsoncoc.org/index.asp)

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